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New Study Proves Protandim® Produces 300% Increase in Glutathione, a Key Antioxidant and Anti-aging Factor

Synergistic Formulation Provides Body with Thousands of Times More Antioxidant Power than Any Food or Conventional Supplements

Results of a new peer-reviewed study published online in the journal *Free Radical Biology and Medicine* clearly demonstrates that the synergistic impact of the active ingredients used in the formulation of **Protandim®** dramatically increases the body's production of glutathione, a key antioxidant and anti-aging factor, as well as increases important antioxidant enzymes.

Protandim®, a patented product developed by **LifeVantage Corporation (OTCBB:LFVN)**, was proven by an earlier study to actually slow the progressive rate of aging. This new study confirms that Protandim's® gene induction approach to antioxidant therapy provides much broader and more powerful benefits to the body than those provided by vitamins such as E and C, according to the Company.

Dr. Joe McCord, a co-author of the study, commented, "The results of this study may change how we view aging and the factors that impact healthy aging. Notably, glutathione, which is of particular interest to many disease researchers, was increased more than 300 percent with Protandim. Glutathione plays a key role in the immune system and when glutathione levels drop, a person's ability to fight disease also decreases. In addition to the findings on glutathione, the study also shows that Protandim delivers an antioxidant benefit to the body that exceeds those provided by vitamins E and C."

McCord added, "Contrary to popular belief, our bodies don't actually rely upon the intake of vitamins, such as C and E, to maintain proper antioxidant balance; rather we utilize a complex network of antioxidant enzymes to maintain health and protect against oxidative stress. Oxidative stress is damaging to our bodies in that it is a major contributor to aging, weakened immune function, and over 200 diseases. In fact, the use of direct antioxidants, such as vitamins C and E, as an effective way to reduce oxidative stress has been largely discredited in the past few years. Under some circumstances, vitamins such as C and E can actually promote oxidative stress rather than relieve it. Protandim® reduces oxidative stress by enhancing the body's entire network of antioxidant enzymes."

The study was conducted by scientists at the University of Colorado Denver and Ochsner Medical Center and illustrates that all five of Protandim's active ingredients contribute synergistically to the composition's activity, allowing it to work at low, pharmacologically attainable doses of each. Even low doses of Protandim were shown to induce human cells to increase their production of many antioxidant enzymes, and other anti-aging factors.

David Brown, LifeVantage President and CEO said, "This study is one of over 20 studies involving Protandim. Scientists are well aware of the dangers caused by oxidative stress to the body and are eager to study the only product that has been clinically proven to make such a measurable difference. We believe that the science behind Protandim is unparalleled and that it offers the promise of proven health benefits to anyone who takes the product."

The article entitled, "Synergistic induction of heme oxygenase-1 by the components of an antioxidant supplement Protandim", is available online at www.sciencedirect.com and print publication will follow in the journal *Free Radical Biology and Medicine*.

[About Protandim®](#)

Protandim® is a groundbreaking, clinically proven solution for healthy aging. This patented anti-oxidant therapy is 1000's of times more powerful than red wine, oranges, blueberries, acai juice or other popular anti-oxidant supplements. Protandim works by increasing the body's natural anti-oxidant protection at the cellular level, triggering cells to produce naturally occurring protective antioxidant enzymes such as superoxide dismutase (SOD), catalase, and glutathione synthase.

A peer-reviewed scientific study shows that after 30 days of taking Protandim, free radicals decreased an average of 40 percent, slowing the progressive aging factors to the level of a 20 year old. Protandim is currently the subject of over 20 scientific studies at leading universities and research institutes. For more information, please visit the Protandim® product web site at www.Protandim.com or contact Jan Strode at (619) 890-4040.

About LifeVantage Corporation

LifeVantage Corporation is a publicly traded (OTCBB:LFVN), science based, natural products company, dedicated to helping people reach their health and wellness goals through science-based solutions to oxidative stress. Founded in 2003 and based in San Diego, CA, LifeVantage develops nutraceutical products, including [Protandim](#) that leverage the company's expertise and that are intended to deliver significant health benefits to consumers. For more information, visit www.LifeVantage.com or contact Jan Strode at (619) 890-4040.

This document contains forward-looking statements made pursuant to the safe harbor provisions of the Private Securities Litigation Reform Act of 1995. The Company uses the words "anticipate," "believe," "could," "should," "estimate," "expect," "intend," "may," "predict," "project," "plan," "target" and similar terms and phrases, including references to assumptions, to identify forward-looking statements. These forward-looking statements are based on the Company's current expectations and beliefs concerning future events affecting the Company and involve known and unknown risks and uncertainties that may cause the Company's actual results or outcomes to be materially different from those anticipated and discussed herein. These risks and uncertainties include, among others, the risk that government regulators and regulations could adversely affect our business; future laws or regulations may hinder or prohibit the production or sale of our existing product and any future products; unfavorable publicity could materially hurt our business; and the Company's ability to protect our intellectual property rights and the value of our product. These and other risk factors are discussed in greater detail in the Company's Annual Report on Form 10-KSB under the caption "Risk Factors", and in other documents filed by the Company from time to time with the Securities and Exchange Commission. The Company cautions investors not to place undue reliance on the forward-looking statements contained in this document. All forward-looking statements are based on information currently available to the Company on the date hereof, and the Company undertakes no obligation to revise or update these forward-looking statements to reflect events or circumstances after the date of this document, except as required by law. These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.

Note to Editors: Contact Jan Strode at 619-890-4040 or Jean Golden at 612-385-2324 for interviews, photography, and other requests.

LifeVantage Corporation
Jan Strode, 619-890-4040
Jean Golden, 612-385-2324